

OVERVIEW OF 2010 CENSUS

Data Collection Methods, Processing, Reporting, and
Evaluation

2011 SDC Boot Camp

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Based on Slides Prepared by the US Census Bureau



Why A Census?

- Constitutionally mandated for apportionment of the 435 seats in the House of Representatives
- Population information used to draw congressional, state, and local legislative districts
- Results are used
 - To allocate federal funds for state, local, and tribal governments – (over \$182 billion annually)
 - For program planning and projections at all levels

The Census is Big

Must Count Everyone

- Official count: 308,745,538 people on 4/1/2010 and 131,704,730 households
- 50 states and DC
- Puerto Rico and the Island Areas
- 10 question form was available in nearly 60 different languages

Census 2010 Form

United States
**Census
2010**

This is the official form for all the people at this address.
It is quick and easy, and your answers are protected by law.

U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU

Use a blue or black pen.
Start here

The Census must count every person living in the United States on April 1, 2010.
Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.

- Count all people, including babies, who live and sleep here most of the time.

The Census Bureau also conducts counts in institutions and other places, so:

- Do not count anyone living away either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2010.
- Leave these people off your form, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.

The Census must also include people without a permanent place to stay, so:

- If someone who has no permanent place to stay is staying here on April 1, 2010, count that person. Otherwise, he or she may be missed in the census.

1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2010?

Number of people =

2. Were there any additional people staying here April 1, 2010 that you did not include in Question 1?
Mark ☒ all that apply.

☐ Children, such as newborn babies or foster children
☐ Relatives, such as adult children, cousins, or in-laws
☐ Nonrelatives, such as roommates or live-in baby sitters
☐ People staying here temporarily
☐ No additional people

3. Is this house, apartment, or mobile home —
Mark ☒ ONE box.

☐ Owned by you or someone in this household with a mortgage or loan? Include home equity loans.
☐ Owned by you or someone in this household free and clear (without a mortgage or loan)?
☐ Rented?
☐ Occupied without payment of rent?

4. What is your telephone number? We may call if we don't understand an answer.
Area Code + Number

- -

OMB No. 0607-0919-C: Approval Expires 12/31/2011.
Form **D-61** (1-15-2009)

5. Please provide information for each person living here. Start with a person living here who owns or rents this house, apartment, or mobile home. If the owner or renter lives somewhere else, start with any adult living here. This will be Person 1.
What is Person 1's name? Print name below.

Last Name

First Name MI

6. What is Person 1's sex? Mark ☒ ONE box.
☐ Male ☐ Female

7. What is Person 1's age and what is Person 1's date of birth?
Please report babies as age 0 when the child is less than 1 year old.
Print numbers in boxes.

Age on April 1, 2010 Month Day Year of birth

→ NOTE: Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For this census, Hispanic origins are not races.

8. Is Person 1 of Hispanic, Latino, or Spanish origin?

☐ No, not of Hispanic, Latino, or Spanish origin
☐ Yes, Mexican, Mexican Am., Chicano
☐ Yes, Puerto Rican
☐ Yes, Cuban
☐ Yes, another Hispanic, Latino, or Spanish origin — Print origin, for example, Argentinian, Colombian, Dominican, Nicaraguan, Salvadorian, Spaniard, and so on. ☒

9. What is Person 1's race? Mark ☒ one or more boxes.

☐ White
☐ Black, African Am., or Negro
☐ American Indian or Alaska Native — Print name of enrolled or principal tribe. ☒

☐ Asian Indian ☐ Japanese ☐ Native Hawaiian
☐ Chinese ☐ Korean ☐ Guamanian or Chamorro
☐ Filipino ☐ Vietnamese ☐ Samoan
☐ Other Asian — Print race, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on. ☒ Other Pacific Islander — Print race, for example, Fijian, Tongan, and so on. ☒

☐ Some other race — Print race. ☒

10. Does Person 1 sometimes live or stay somewhere else?
☐ No ☐ Yes — Mark ☒ all that apply.

☐ In college housing ☐ For child custody
☐ In the military ☐ In jail or prison
☐ At a seasonal or second residence ☐ In a nursing home
☐ For another reason

→ If more people were counted in Question 1, continue with Person 2.

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Many Challenges

- Mobile population
- Informal and complex housing arrangements
- Distrust in government
- The difficulty of hiring, training and mobilizing over 635,000 workers for over 860,000 jobs

What It Took To Conduct Census 2010

- 140,000 workers verified addresses starting in March 2009. Known as the
- 1.4 million employees hired to conduct the 2010 Census including 600,000 who knocked on 50 million doors to collect the data in person.
- Rented and equipped 494 Local Census Offices (LCOs) and 12 Regional Census Centers (RCCs)
- Printed 13 million bilingual questionnaires
- Created Questionnaire Assistance Guides for almost 60 Languages
- Opened 27,000 Local Questionnaire Assistance Centers and 520 Temporary Field Offices
- Tabulated Data for over 11 million Census Blocks (35% more than 2000)
- Scanned 166 million 2010 forms



What It Took To Conduct Census 2010 – at the State Level

- 250,000 Local and National Organizations were Census Partners helping to spread the message of participation
- Over 10,000 Complete Count Committees which supported and promoted local efforts

The Census is Expensive

- Estimated cost \$13 - \$14 Billion
- Largest Peace Time Mobilization in U.S. History
- Short time frame – 6 months. April 1, 2010 was Census Day. Delivered apportionment count to President Obama December 21, 2010.

Methods Used to Contain Costs

- Increase mail response (42 cents per household)
 - ❖ Mailout/Mailback: Most cost effective way to conduct a census. All households sent 4 mailings: Advance letter, Questionnaire, Reminder postcard, Replacement questionnaire – 122 million households.
- Alternative collection methods
 - ❖ Update/Leave: Many areas the form was left on the door because cannot mail to post office box (9.5 million households)
 - ❖ Update/Enumerate: In some areas including Indian Reservations, Census takers conducted interviews to complete the questionnaire (1.4 million households.)
- Reduce non-response follow-up (NRFU)- 47 million households
 - ❖ Average cost \$57 per household
 - ❖ Enumerator will visit household up to six times. Very expensive to send enumerators to each household not returning a questionnaire. Less expensive if enumerator only has to visit once.

Form Processing



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3 Data Processing Centers

Baltimore MD – 40% of 2010 Census forms, Phoenix AZ – 30%, Jeffersonville, IN – 30%.

Data Storage	All data are stored in Census Bureau databases and are published in public press releases
Internal Controls	Quality assurance analyses, Automated Data Processing (ADP) routines and Peer Reviews
Data Limitations	Data that are released must adhere to Title 13 requirements to protect respondent's confidentiality

2010 Data Products

- December 2010 release of Apportionment Figures
- February-March 2011 release of Redistricting Data
- May 2011 release of Demographic Profiles
- SUMMER 2011 –DETAILED TABLES
 - Population counts for 63 race categories and Hispanic or Latino - Tract and Block levels
 - Some detailed race and housing characteristics at the tract level
 - American Indian Tribal Affiliation at the Tract Level
 - Urban / Rural Data Update
- December 2011-April 2012 (SF2 and ACS 2010)
 - All population and housing characteristics for many detailed race, Hispanic or Latino categories, and American Indian and Alaska Native Tribes

2010 Census Program of Evaluations and Experiments (CPEX)

CPEX is used to evaluate the 2010 Census and assist in preparations for the 2020 Census

2010 Census Program of Evaluations and Experiments (CPEX)

Seven areas are evaluated

1. Coverage Measurement
2. Coverage Improvement
3. Field Operations
4. Language
5. Questionnaire Content
6. Marketing and Publicity
7. Privacy and Confidentiality

2010 Census Program of Evaluations and Experiments (CPEX)

Final analytical reports between summer 2011 & spring 2013.